



BOOTH UC

CONNECT

A SHARED PURPOSE

OUR VALEDICTORIAN: MARKUS BEVERIDGE, BSW GRADUATE

SPRING/SUMMER 2017



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A Difference**



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2017**



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and Partnerships**

Publisher | **Booth University College**

Editor | **Advancement Communications Team**

Layout & Design | **Stephen C. Boyd**

Booth UC Connect Magazine is published twice yearly. We want to share the good news of what has been happening at the institution over the last few decades. We will also highlight some of the people who make Booth UC such an engaging expression of The Salvation Army.

As the name of the publication suggests, Booth UC thrives on our connections, between instructors and students and between theory and practice. Equally valued are the linkages between this facility and learning partners across Canada and around the world. And then there are the connections with people like you. Together, we are shaping the future.

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BOOTH UC CONNECT SPRING 2017



Dr. Kerr answers student questions during the first in a series of "Conversations with the President."

We are pleased to present this second edition of *Booth UC Connect*. We received numerous favourable comments and feedback in response to the inaugural edition this past September, and I am confident you will enjoy this edition as well.

Having completed 10 months in my role as President, I can reflect on a number of "firsts" that have been part of my experience—first opening convocation, first board meetings, first spring convocation and conferring of degrees, first budget, first Cabinet, to name a few. There have also been "firsts" for Booth UC—first program delivered in the US for Kroc Center leaders, first major renovations to the main campus building since we moved in, first entering class of 100 students, first graduates from two new certificate programs, and the list goes on. There is much to celebrate as we conclude another academic year.

This year is also a celebration of all that is past. In September 1982, Booth opened its doors to our first students. Thirty-five years later we honour this milestone in our history and development. We are grateful for the many ways God has been faithful through our journey from Bible College to University College, for the faithful service of everyone who has worked on behalf of the institution and our students, and for the vision of a growing and meaningful future.

My delight is seeing Booth UC deliver on our commitment to provide "Education for a Better World." I see it in our students as they pursue their ideals and dreams; I see it in our faculty and staff as they foster a learning environment that our students can thrive in and that truly integrates faith and learning; I see it in alumni as they take their Booth experience into new contexts and pursue their career and vocational goals. Education for a better world. It's not just a nice phrase, it's not easily accomplished, and it's not wishful thinking. It is, however, what Booth does—locally, nationally and, increasingly, internationally.

As you read this edition of *Booth UC Connect*, I hope that will be part of the vision you connect with. And, always, I invite you into the continuing journey. May God bless you deeply.

**Dr. Marjory Kerr
President**

THE *Real* DEAL



For one high school student, Booth Bound was instrumental in his decision to attend Booth University College

“Coming to Booth UC was the right decision.”

LIVING UP TO EXPECTATIONS

Zach Marshall was in junior high school in Conception Bay South, N.L., when he first met Chantel Burt, Booth UC’s Director of Admissions, at a recruiting event in St. John’s.

“That was still early on in my junior high school career,” he says, “and I found out about Booth Bound around then.”

The youth was intrigued and the recruiting office continued their correspondence with him. By Grade 12, he was intrigued enough to apply to attend Booth Bound.

“It was a great experience,” Zach says. Besides sitting in on classes, the students were taken to the city to see some of the attractions, including the Canadian Museum for Human Rights.

“We even went to see a Winnipeg Blue Bombers game!”

For Zach, Booth Bound clinched his decision to apply to Booth UC. “They took the time and resources to fly me all the way from Newfoundland to Winnipeg so that I could check the school out. They planned the classes and they planned the events in order that we could get a feel for what Booth was all about. I didn’t get that from any other university I considered.” It was at that point that he decided that Booth UC was the place for him.

“I attended Booth Bound in late October and I applied to Booth in December, so that was instrumental in my decision.”

Now studying business administration with plans to minor in religion, Zach doesn’t regret that decision.

“They weren’t selling me a bill of goods at Booth Bound,” he says. “The experiences I had then are consistent with my student and academic experience at Booth now.”

“They didn’t exaggerate about class sizes, either,” he continues. “My largest class has 50 students in it, while my smallest class consists of myself and one other student! At first, I thought maybe Booth was too good to be true, but it’s certainly lived up to all my Booth Bound expectations—and more!”



LEARN MORE ABOUT THIS WEEKEND FOR YOUNG SALVATIONISTS: BOOTHBOUND.COM

WALDRON BUILDING



Commissioners Brian and Rosalie Peddle with members of the Waldron family beside new Waldron Building plaque.



FOUNDING COUPLE

Booth UC's dedication of the Waldron Building acknowledges a debt owed to two pioneering Salvation Army officers.

Booth University College's 35th annual Convocation Weekend started a day earlier this year on the afternoon of Saturday April 29, when faculty, staff, students and invited guests assembled at the main campus building for a special ceremony.

The territorial commander of The Salvation Army's Canada and Bermuda Territory from 1977 to 1982, Commissioner John D. Waldron, and his wife, Commissioner Helen Waldron, were instrumental in the establishment of Catherine Booth Bible College in Winnipeg as a centre of biblical studies and leadership training, which opened its doors in June 1982. Now called Booth University College, the institution has grown in reach and influence.

In recognition of Commissioner Waldron's lasting achievements, the main campus building at 447 Webb Place was dedicated as the "Waldron Building" and a plaque was unveiled with Commissioner John and Helen Waldron's names on display in the main entranceway.

Joining Dr. Marjory Kerr, President of Booth UC, were Commissioner Brian Peddle, The Salvation Army's Chief of the Staff, and Commissioner Rosalie Peddle, The Salvation Army's World Secretary for Women's Ministries. Commissioner Brian Peddle is a former Chancellor of Booth UC while Commissioner Rosalie is a graduate herself of the institution, so their ties to the school are personal and strong.

"We all know that this weekend is special and significant for the marker that we are putting down," Commissioner Brian Peddle said during the unveiling. "Commissioners

John and Helen came into this territory at a time when they wrapped their arms and their hearts around a country that was not their own and a people who were not their own. But into that ethos, they planted a bold vision, a display of courageous leadership and a real sense of wanting something more for The Salvation Army in this particular territory.”

“We honour the vision and legacy of Commissioners John and Helen Waldron and all those who have carried this vision so that today we can celebrate and dedicate this wonderful facility,” Commissioner Rosalie Peddle continued during the prayer of dedication. “We move our thoughts beyond the brick and mortar to lives that will be impacted and empowered by what will happen here.”

Also in attendance were members of the Waldron family—Lt. Colonels Eugene and Edith (Waldron) Pigford, Craig and Mary (Waldron) Whiteley, and Daniel and Gail Pigford—Commissioner Susan McMillan, Chancellor of Booth UC; Colonel Lee Graves, The Salvation Army’s Chief Secretary for the Canada and Bermuda Territory; Colonel Deborah Graves, Territorial Secretary for Women’s Missions; Colonel Glen Shepherd, Chair of Booth UC’s Board of Trustees; and Mr. Matt Allard, Deputy Mayor of Winnipeg on behalf of the Mayor and City Council.

“A BRIGHT FUTURE”

“The naming of buildings at universities and academic institutions is part of the persona of any institution, so part of the naming of this building is recognizing our history,” Dr. Marjory Kerr explains, “but it is also a recognition of our continued growth and investment in this institution.

“Commissioners John and Helen Waldron are a part of our heritage,” she continues. “It’s important that we remember where we’ve come from and who has been a part of that journey with us along the way. We do this by honouring that legacy, and recognizing what that legacy means for our past and our present, as we continue to grow, develop and evolve as an institution.”

Chancellor Susan McMillan was commissioned by Commissioner Waldron, so the dedication held a special place in her heart. “I think Commissioner Waldron would be amazed to see how far Booth UC has come in 35 years,” she says. “Booth’s influence is felt not just in Canada but around the world.”

“Commissioner Waldron’s vision impacted our lives,” Commissioner Rosalie Peddle says, “and Brian and I are honoured and humbled to be here to meet the family and see how his vision has reached fruition today. All the world knows about Booth UC and we at International Headquarters will continue to do our part to promote it.”

“This weekend has really been a wonderful opportunity just to remind me of the faithfulness of my parents and their ministry in Canada and throughout their whole lives,” says Lt. Colonel Edith (Waldron) Pigford. “It’s been a wonderful time to reflect on the family values they taught me and, obviously, other people.”

“The naming of Waldron Building creates a thread through four decades,” concludes Commissioner Brian Peddle. “Commissioner Waldron saw something that was needed and is still needed, and Booth continues to fill a vital educational role and guarantee a bright future for those who attend it.”



“Commissioner Waldron saw something that was needed and is still needed, and Booth UC continues to fill a vital educational role and guarantee a bright future for those who attend it.”

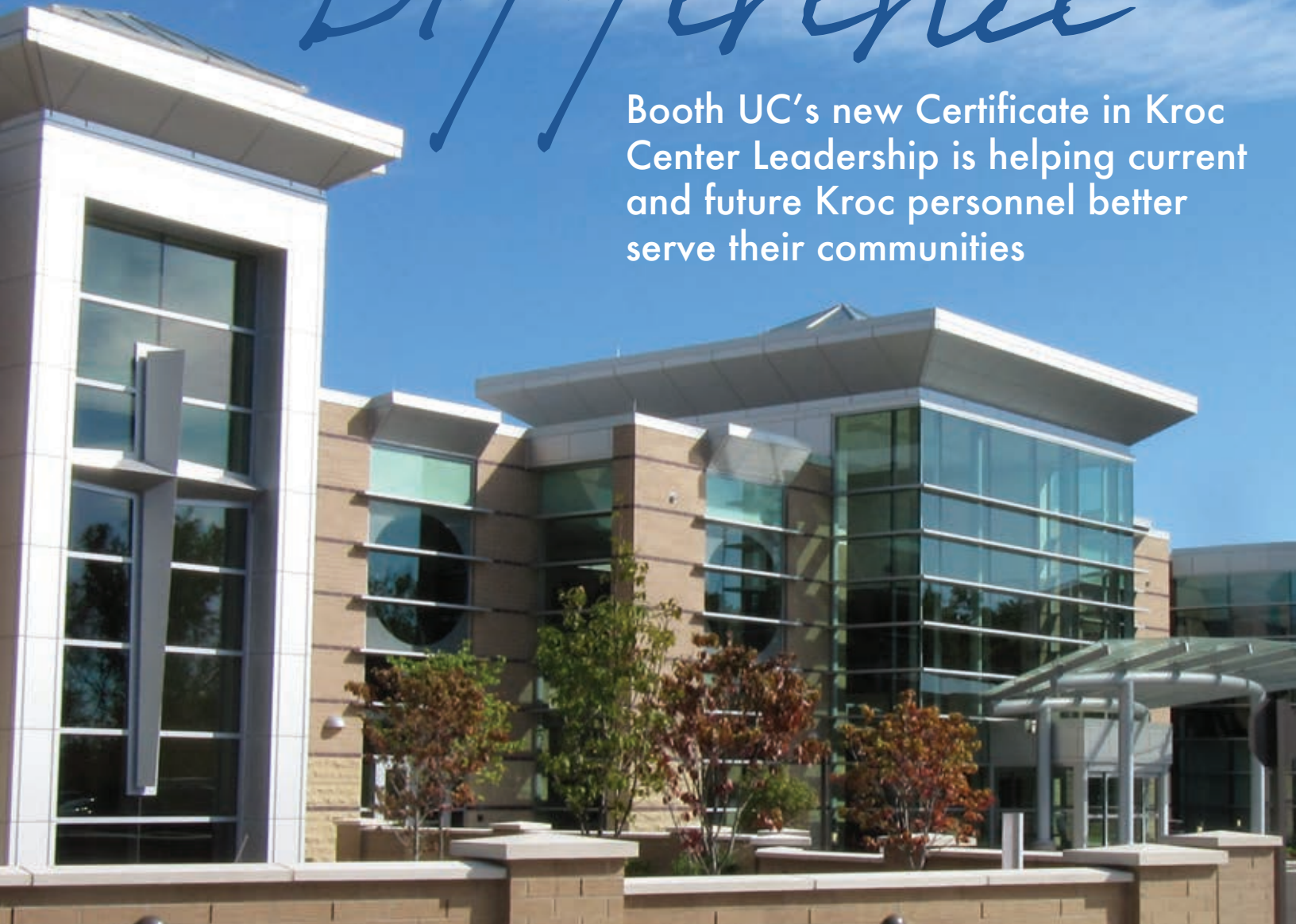
*Commissioner Brian Peddle,
Chief of the Staff*



MAKING A

Difference

Booth UC's new Certificate in Kroc Center Leadership is helping current and future Kroc personnel better serve their communities



Following an intense year and a half of program development, Booth University College's School for Continuing Studies successfully launched its latest offering—the Certificate in Kroc Center Leadership—this past January when students took part in the first course at the Chicago Kroc Center.

“We were thrilled with how smooth that went,” says Lt-Colonel (Dr.) Susan van Duinen, Dean of the School for Continuing Studies (SCS). “The Chicago Kroc Center location, the agenda, the flow, student engagement, the variety of instructors that came in with expertise in specific areas—it was phenomenal.”

“One of the most gratifying aspects of the course was the high level of excitement of both the instructors and the students,” she continues. “Never underestimate the desire of people to want to continue to develop themselves—regardless of age, position or years of service—for the sake of the mission of the Army and the Kroc Centers in order to make a difference in peoples’ lives.”

Sherica Hopper, membership and outreach director for the Kroc Center in Memphis and one of the participating students, agrees completely.

“As a lifelong learner, I feel that you can never attend too many leadership courses, and Booth UC is on point with everything I’ve done to date,” she says. “The difference is that they take a holistic approach and try to educate the total person, so to speak. That’s unique—and appreciated.”

Another student—Major Raymond Erickson-King, the corps officer at the San Francisco Kroc Center—is excited about where the program will take him and the rest of the students in the cohort.

“The goal is to learn from our classes and apply what we’ve learned as soon as we get back to our appointments. Booth UC is helping us learn about who we are, and how we can better serve our staff and the community at large,” Major Erickson-King says.

Developed in partnership with The Salvation Army’s USA Central Territory, the new Certificate in Kroc Center Leadership is an eight-month certificate program that is offered in a cohort structure, with 20 students from across the USA in each cohort. The certificate includes one hybrid course (comprised of two intensives—one with a concentration on leadership and one with a concentration on strategy) and four online courses covering specific practice content.

“The original request came through USA Central’s National Kroc Centre Task Force, headed by Commissioner Carol Seiler,” says Lt. Colonel van Duinen. “They were looking at a leadership development initiative for their Kroc Centers, and in their research they came across Booth University College’s Certificate in Not-For-Profit Management. They liked what they saw, and they reached out and made contact with us. The key was identifying concepts that would be meaningful for Kroc Center leaders, and making sure the objectives were clear and measurable.”

For Booth UC, this opportunity has the potential to open up other doors. Booth UC’s online delivery format can be a conduit for further partnerships, not only in the United States but around the world.

Visit our website to learn more about this certificate and other SCS programs: BoothUC.ca/SCS.



BIRTH OF A NOTION

In 1983, Joan Kroc, the wife of Ray Kroc made a bequest of 1.6 billion dollars to The Salvation Army to build state-of-the-art community centers around the United States in under-resourced areas.

KROC SNAPSHOTS



Lieutenant Corey Hughes: “I’ve Learned so Much”

Lieutenant Corey Hughes is the administrator at the Inglewood Red Shield Center, a facility located in Chicago’s Southside. Corey came to the Army seven years ago through their adult rehabilitation program.

“I’d never realized The Salvation Army was a church,” he says, “and when I got there, I fell in love with the mission.” Corey and his staff help mentor 60-70 young people, many of them gang members, many from broken homes.

“I have a great staff who help me do everything from answering the phones to mopping the floors. We’re a great team.”

The father of four was delighted to take the course. “The Kroc training we learn here can be applied to any ministry, and if I get appointed to a Kroc Center, I’ll be prepared.”

Corey, who is pursuing a Masters degree in Urban Ministry, enjoys the mix of the theoretical and practical. “What we’re experiencing here is the perfect dynamic—just enough books, just enough practical application. And the interaction I’ve had with Booth UC has been fantastic. I’ve learned so much in so little time, things I can take home and use.”



Sherica Hopper: “A Grand Idea”

Sherica Hopper has been with The Salvation Army in Memphis for 16 years. While she was working toward an undergraduate degree in journalism, a classmate suggested she apply for a position at the Purdue Center of Hope, a Salvation Army women’s shelter, and she’s been with the organization ever since, most recently as a membership and outreach director for the Kroc Center in Memphis.

“I enjoy meeting people and exposing them to something fresh and new that actually helps transform their lives,” she says.

When Sherica was asked if she wanted to participate in the Kroc leadership certificate, she was thrilled at the prospect.

“It’s a grand idea,” she states. “I’ve enjoyed the interactivity. It’s all about self-awareness and personal growth. Each evening, we reflect on what we talked about during the day, and see how we can make it work once we get back to our facilities.”

For Sherica, the mix of the theoretical and the practical keeps the classes interesting, and there’s opportunity for others to share details of their experiences.

Josie Showers: “Connecting the Dots”

“I grew up in The Salvation Army,” says Josie Showers, the Program Director at the Hampton Road Kroc Center in Norfolk, Virginia. The law degree graduate wanted a different challenge after 12 years in the youth music department when she was offered her current position, just as the center was preparing to open.

“The pieces just fell into place, and it was the most exciting thing I’ve ever done in The Salvation Army,” she says. “Being a part of a Kroc Center through the opening and the first year was chaotic, overwhelming and wonderful, all at the same time. It’s been two and a half years and it’s been a great ride.”

Since then, Josie has tried her best to be a part of every conference and conference call. When the opportunity came up to take this course, she jumped at the chance to participate.

“I was overjoyed,” she says. “There’s no substitute for this kind of a course, for seeing and talking to people face to face.”

As a member of The Salvation Army, she was vaguely aware of Booth UC. “I don’t know what to expect but I’ve really enjoyed it,” she says. “We’re reading books and writing papers, but we also have guest speakers, and I’m connecting the dots with other people who have similar yet unique experiences to my own.”



Major Raymond Erickson-King: “The Right Direction”

“My passion is to provide educational, recreational and spiritual opportunities for the people who come to our facilities,” declares Major Raymond Erickson-King, the corps officer at the San Francisco Kroc Center. “We take special interest in them because we know what could be happening to them if they weren’t spending time with us.”

Major Erickson-King came to The Salvation Army through an open-air meeting when he was an eight-year-old in Oregon.

“I saw the band playing and I wanted to play the cornet, and I’ve been involved with the Army ever since.”

Major Erickson-King took the course because he wanted to learn more about Kroc centers, how he could be more effective and efficient in his leadership role.

“Not necessarily making all the decisions but facilitating and mentoring those under my command, to help people move in the right direction,” he explains.



ANNUAL REPORT 2015/16

OUR COMMITMENT:

Education for a Better World

OUR MISSION:

William and Catherine Booth University College, rooted in The Salvation Army's Wesleyan theological tradition, brings together Christian faith, rigorous scholarship, and a passion for service. The University College educates students to understand the complexities of our world, to develop the knowledge and skills necessary to be active contributors to society, and to know how Christian faith compels them to bring hope, social justice, and mercy into our world.



BOOTH
UNIVERSITY
COLLEGE

EDUCATION FOR A BETTER WORLD

FROM THE PRESIDENT:

Dear Friends of Booth University College,

Booth University College is blessed to have the continued support of our donors, alumni and The Salvation Army.

I am pleased to report that 2015-2016 marked another successful year for Booth UC as we celebrated increased student enrolment, a record number of graduates and an increase in giving.

We continued to make significant progress against the objectives of our strategic plan, Vision 2020: The Road to Booth University, by developing new academic programs, expanding our School for Continuing Studies, enhancing support to students, developing and retaining exceptional faculty and staff, and launching our new magazine, Booth UC Connect. These accomplishments are just a sample of what has occurred, and they are made possible because of you. Thank you for your continued interest and partnership, and for the trust you have placed in us.

It brings me great pleasure to present you with this year's Annual Report, which reflects our financial growth and progress in delivering Education for a Better World. Please also take time to review the President's Prayer Calendar for information on specific needs and requests as the Booth UC community moves through the academic year.

May God bless you deeply,

*Dr. Marjory Kerr
President*

Booth University College is grateful for the generous support it receives from a number of organizations. The funds provided, often designated for specific projects, allow the University College to extend its reach and to improve the breadth of education available to its students. Thanks to their support, we have been able to serve students from Winnipeg, across Canada, and from around the world.



THE SALVATION ARMY CANADA AND BERMUDA TERRITORY

As the denominational owner of Booth University College, The Salvation Army Canada and Bermuda Territory provides an annual funding allocation to the University College. In addition, the Canada and Bermuda Territory provides funding to support several international extended learning projects.



THE PROVINCE OF MANITOBA

Through the Advanced Learning Department, the Province of Manitoba provides an annual operating grant to Booth University College.



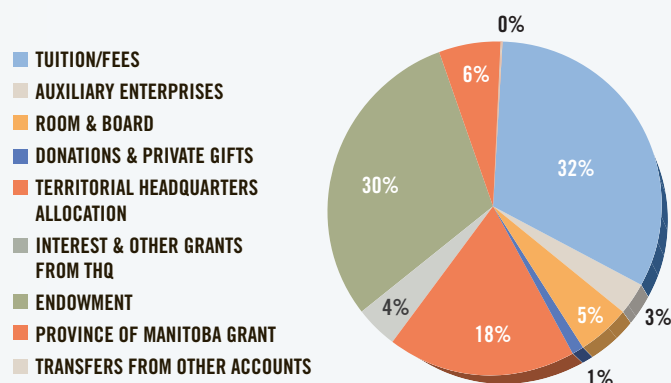
THE WINNIPEG FOUNDATION

As Canada's oldest community foundation, The Winnipeg Foundation seeks to manage and distribute donor funds to charitable organizations with a vision to build a Winnipeg "where community life flourishes." Through the Kathleen Burrows Lightcap Bursary, various donor-established agency funds and community grant support, the University College has been able to provide financial aid to students from Manitoba and complete capital projects in line with institutional priorities.

FINANCIAL STATEMENTS

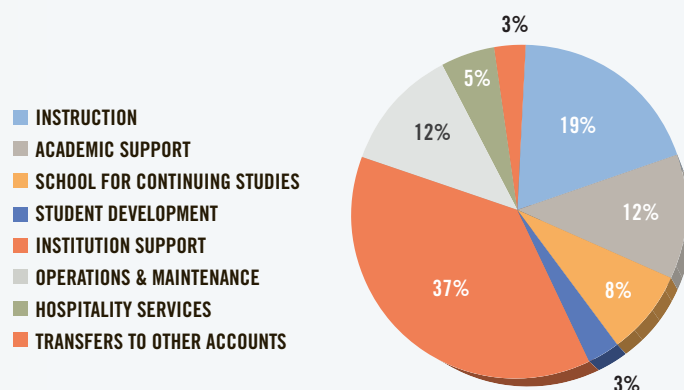
REVENUE:

Tuition/Fees	\$ 1,893,605.00
Auxiliary Enterprises	\$ 168,483.00
Room & Board	\$ 316,182.00
Donations & Private Gifts	\$ 55,041.00
Territorial Headquarters Allocation	\$ 1,051,250.00
Interest & Other Grants from THQ	\$ 219,241.00
Endowment	\$ 1,791,348.00
Province of Manitoba Grant	\$ 368,600.00
Transfers from other accounts	\$ 23,800.00
	\$ 5,887,550.00



EXPENSES:

Instruction	\$ 1,116,096.00
Academic Support	\$ 709,739.00
School for Continuing Studies	\$ 502,140.00
Student Development	\$ 171,738.00
Institution Support	\$ 2,174,614.00
Operations & Maintenance	\$ 732,208.00
Hospitality Services	\$ 306,417.00
Transfers to Other Accounts	\$ 205,803.00
	\$ 5,918,755.00



NET INCOME/LOSS:

\$ (31,205.00)

Auditing Firm: KPMG

TOTAL SCHOLARSHIPS & BURSARIES AWARDED

\$194,114

\$24,300

From endowment earnings
& annual donor gifts

\$169,814

Allocation through Booth UC's
operating budget

Booth University College is grateful for the support it receives annually from many generous individuals and organizations. A special thank you to the following who gave during the period from July 1, 2015 to June 30, 2016.

(Listed in alphabetical order.)

Anonymous (7)
Robert and Mary Allen
Barbara Andrews
Jeff and Graciela Arkell
Cheryl Atkinson
Debra Beaupre
Kathleen Bell
Joanne Biggs
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** Completed role as President, June 30, 2016*

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Winnipeg, MB R3B 2P2**

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BOOTH
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EDUCATION FOR A BETTER WORLD

LOVING GOD WITH BOTH *mind & heart*

By General (Dr) Shaw Clifton (Rtd.)



Jesus tells us (Mark 12:30) to love the Lord your God with all your heart, all your soul, all your mind and all your strength. Nothing is left out. I like the collection of essays

in honor of Wallace Alston, formerly Director of the Center for Theological Enquiry at Princeton, New Jersey. The book was a reminder of what God does through an able believer with a surrendered intellect, someone loving God with his mind.

We are called to love God intelligently. We need not be suspicious of knowledge, even if sometimes it is misused, for the thirst to learn is good. Knowledge can be a powerful thing, at its best when its user is a disciple

"Knowledge can be a powerful thing, at its best when its user is a disciple of Christ."

of Christ. A mind that embraces the best of evangelical scholarship and also is wedded to the cause of Christ can be a very powerful thing. God often uses a mind like that. Professor Cranfield of Durham University, England wrote: "God requires each of us to bring to the quest truly to know him all the intellectual ability he has given us, holding nothing back out of laziness, frivolity, conceit, obstinacy or self-will."

Added to this is the calling to come to God with a heart like that of a child (Luke 18:16, 17). Psalm 131:2 (NIV) says: "I have stilled and quietened my soul; like a weaned child with its mother ... is my soul within me." Human offspring resemble their parents.

Frequently, I see the marks of their gentle, intelligent mother in my three children—Matt, Jen and John. We are also the spiritual offspring of our Creator, so it is natural to expect a similar reflection of the divine nature in those who live closely to God and are said to be his children. I hope, dear reader, this is true of you. William Booth said we should give not just 1,000 times more attention to children than to adults but 10,000 times more in our work for Christ. It is a wonderful thing to come to Christ when still a child. In the Army we invite children to "live a life that is clean in thought, word and deed." That goal can survive into adulthood as we continue to come to God with a childlike heart, despite all our learning and sophistication, whatever age we have reached.

In 2007, (Rtd.) General Shaw Clifton and Commissioner Helen Clifton (bottom row, center) took part in Booth College's 25th anniversary and graduation celebrations.



CHOOSING WELL

On the last day of April, the Booth University College community gathered in Winnipeg for the convocation of the graduating class of 2017. This was especially auspicious as it marked the institution's 35th anniversary and was the largest graduating class in Booth UC's history, according to Colonel Glen Shepherd, Chair of the Board of Trustees who is ending a third term of service.

Manitoba's Minister of Education and Training, the Honourable Ian Wisbart, looks on as Commissioner Brian Peddle, Chief of the Staff, gives the Convocation Address.

WELCOME SUPPORT

The morning started off with the Baccalaureate Service in Booth UC's Hetherington Chapel. In attendance besides Dr. Marjory Kerr, President of Booth UC, were Commissioner Brian Peddle, The Salvation Army's Chief of the Staff, and Commissioner Rosalie Peddle, The Salvation Army's World Secretary for Women's Ministries.

"You may have been wondering about the title for this address this morning: 'What will I be when I grow up,'" smiled Commissioner Susan McMillan, Territorial Commander and Chancellor of Booth UC. "I'm not making a statement about the age of the maturing class!

"You see," she went on, "none of us has already arrived. Life is a learning process in every way. Every day is a learning day. And every day is an opportunity to grow in grace and spiritual wisdom." The Commissioner emphasized that humility is a leadership quality, resilience is a God-given strength and faithfulness is the key to growing up. In conclusion, she advised the graduating class, "to laugh at yourself, to recognize your own mistakes and weaknesses, and acknowledge strength in others. Grow to be accountable for what God has given you. Grow to be like Jesus."

A special part of this service was the Act of Thanksgiving, where graduating students were invited to take a rose from the front of the chapel and present it to someone who had provided exemplary support to them during their time of study. Men and women alike were honoured by this gesture, many coming away with more than one rose, a touching acknowledgment of what they have meant to the graduates.

Continued on p. 16



PEOPLE PERSON

Major Tiffany Marshall (BA, Biblical and Theological Studies) is the recipient of this year's General's Medal, awarded to an extended learning graduating degree student who has achieved a high academic standing, has demonstrated potential for leadership in The Salvation Army, and has demonstrated a clear intellectual and experiential grasp of the distinctive mission and theology of The Salvation Army.

Q: How did you find your time at Booth UC?

My time at Booth UC was wonderful in regards to my interactions with the faculty: There was always lots of support.

Q: Because much of your Booth UC time was offsite, how did you find that whole process went?

The distance piece was fine for me. We lived in Winnipeg for five years, so I had the privilege of taking two full-time courses at Booth UC, but the majority of them were Spring and Summer intensive courses at Booth UC or Jackson's Point Conference Centre, and a few I took online.

I love people and building new relationships. I always valued the class time because I enjoyed the interactions with my professors and fellow students. I feel that we all learned from each other during our time together.

Q: How did you feel having your degree in hand?

Relieved, elated, and recognizing that my learning for this part of my journey is over but my life-long learning will continue. I look forward to all that lies ahead!

“A BETTER PLACE”

After lunch and a photo session, faculty, students and guests gathered at Knox United Church for the convocation and conferring of degrees. The Salvation Army’s Heritage Park Temple Band provided the musical accompaniment for the academic procession and congregational singing.

“Although this type of speech generally includes a sizeable dose of stories, a fair amount of reminiscing, and a sprinkling of comedic relief with just the right amount of humour to get people laughing,” said Markus Beveridge, the class valedictorian, “several Booth classes have instilled in me the importance of self-reflection.”

Recalling on the history of his grandparents who were survivors of the Second World War, Markus noted the maxim that they passed on to their family: “There are two things in life that nobody can take away from you—your faith and your education.”

“At Booth we have received both faith and education in abundance, and we are richer for it,” he continued, “as these are things that will stay with us for life.

“Positive change is not something that ‘just happens,’” he said. “It is an intentional pursuit. That intent and understanding is clearly acknowledged at Booth, where education is designed specifically ‘from the ground up’ to equip students with the tools they need to build a better world. The well-known saying, ‘actions speak louder



than words,’ aptly explains why Booth has integrated practical applications of principles throughout the programs, whether that be through community projects or field placements. We as students were encouraged to go out into the world showing love and compassion to others and promoting ethical practice in our diverse workplaces. I believe that I speak for all of us when I say that it is in these practical applications where we found the most insight and meaning, and everything from our studies seemed to suddenly fit into place.”

In conclusion, Markus challenged his classmates to live up to and prove the worth of Booth UC’s motto, Education for a Better World, using the skills and knowledge that they have acquired. “We leave here together with our faith, our education and a shared purpose—the desire to make our world a better place.”



CHOICES

“I confess to you that after 40 years of ministry, I am understanding that every decision I have made has contributed to and shaped a character that is me,” said Commissioner Brian Peddle in his keynote address. “My construct revolves around a life response to a belief that God through Jesus transforms lives. At a point of beginning, launching out, like many of you today, I chose. That choice has been the major shaping dynamic of my life. So the message today is choose well.

“Choices when made with courage and purpose,” he went on to say, “will make it possible for you to make this world a better place: theologian, spiritual leader, social worker or community advocate. Your destiny should not be defined by ticking boxes, following a materialistic scorecard, but rather choosing a whole life response to the challenge of taking the goal of Booth University College—and use your education for a better world.

“Choose well,” counselled Commissioner Peddle. “Strive for a better world. Make your life count.”



MORE THAN A NUMBER

Emma Gerard (Bachelor of Business Administration) was awarded the Chancellor’s Medal, given to a graduating Winnipeg campus degree student who has achieved high academic standing, demonstrated significant spiritual development and has contributed in significant ways to the life of the university college and the wider community.

Q: What attracted you to Booth UC?

I attended a smaller high school so I relished that feeling where you get to know your professors, and they have gotten to know me a little more. They know how I work and they know if I’m not feeling well or if something is off. When I walk down the hallway, I pretty much know everyone here. I like feeling more like a person than a number.

I’m not sitting in some lecture hall with 300 other people. Here, I’ve had classes with 40 people and some with six or seven of us and I’ve even had classes as small as three. You don’t find that in larger institutions.

Q: How did Booth UC’s faith aspect influence your decision to attend?

Having a faith background, coming here was comforting, knowing that there are people that are already more like me.

Q: How did you find being away from home in residence?

Being in residence was a great experience. There’s so much community here, so many people you can go to if you have any problems. But you do get the independence to grow as a person.

Q: Would you recommend Booth UC and why?

If you’re looking for a school that is smaller but has connections to the wider community, if you don’t want to get lost in the crowd, then this is the school to come to!

OF COURSES AND PARTNERSHIPS

With four new majors to offer, Booth UC's Bachelor of Business Administration Program is adapting and innovating to meet the needs of their students and the marketplace.

“What we’re doing here at Booth UC can make for positive change on the world.”

*Angela Davis,
Program Head &
Associate Professor*

Talk to Angela Davis, Associate Professor and Head of Booth UC's Bachelor of Business Administration program, and her enthusiasm for the five new majors starting in September is contagious.

“We’re very excited about these courses,” she says. “Some of them are really unique and quite different from what other universities are offering across the country.”

FINANCIAL CRIMES MAJOR

“As far as I know, there’s not another university in Canada offering something with this particular design,” says Professor Davis.

Money laundering, cyber-hacking, wire fraud, and extortion are just a few of the ways used to steal from corporations and institutions. Financial crimes account for hundreds of billions of dollars in losses each year, and activity will only increase as white-collar crimes become more complex and sophisticated. As a result, financial crime specialists are in growing demand.

This major is designed to prepare students for entry into a career in financial crime prevention/detection, potentially leading to an entry level position in a number of areas including a financial crimes specialist, compliance professional, investigator, security consultant, or auditor.

Tied to that, Booth UC has a partnership with the Association of Certified Financial Crime Specialists (acfcs.org), a global leader in financial crime prevention and detection certification. Their expertise provides Booth UC students with a way to further their careers in the crime-prevention area.

“Unfortunately, cybercrime is a huge growth area,” says Professor Davis, “but what we’re doing here at Booth UC can make for positive change on the world.”

MANAGEMENT AND INNOVATION MAJOR

This major is designed to focus on providing a foundation for future business professionals and leaders in areas of change, creativity, and innovation, with a specific focus on the encouragement and fostering of an innovative environment. One in which new innovative ideas and problem solving can occur, as well as the development of a business professional who can grow to execute innovative ideas moving them to real solutions.

“This entails looking at change, creativity, innovation, and the management of that in the workplace,” says Professor Davis. “Basically, this will show students how to create an innovative environment, and how to actually move forward and create real solutions that businesses can use.”

ACCOUNTING MAJOR

“If you’re interested in a career in a wide range of accounting-related areas or looking at a professional accounting designation or a graduate degree, this major is the one for you,” says Professor Davis.

Ideal for business students with a love of numbers, and an interest in analysis and financial leadership, this major is designed to help you succeed in joining one of today's fastest-growing occupations. Students will gain a solid working knowledge of accounting, economics, auditing, statistics, and corporate finance.

MARKETING AND COMMUNICATIONS MAJOR

“If you enjoy presenting and selling your ideas, thriving in a creative environment, and seeing yourself managing multiple projects, consider majoring in marketing and communications,” advises Professor Davis.

Since this major focuses on marketing and communications courses, graduates are prepared for success in a variety of careers in a wide range



Connect interviewed Assistant Professor Laszlo Markovics, the newest addition to Booth UC's business program who joined the faculty in May:

Q: Tell us a little bit about your background?

Born in Hungary, I have a Bachelor's in Marketing and I have a Masters in Business Law. In Hungary, I managed a TV station and I owned my own advertising agency, so I have some experience in advertising, communications and marketing, and business administration. I've also worked in retail development for a large press-distribution company.

Q: What made you choose Canada?

I have three cousins in Winnipeg! (laughs) They visited us in Hungary and encouraged us to come here. They answered all the questions we had and gave us all the help we needed in the beginning. We immigrated to Canada in 2008, and they were a big help.

Q: What do you like about Booth UC?

Well, first of all, I like the idea that they want to become a University in the near future. I enjoy working at a place where you can help it grow, improve, and develop. And being a person of faith, I was attracted by Booth's faith background.

Q: You mentioned you're married.

Yes, and we have a son. He's turning 16 and he looks like he's interested in business studies.

Q: Do you have any hobbies?

I'm a documentary filmmaker. Back in Hungary, I produced a couple of movies about the Roma community, and I've produced a couple of films in Winnipeg about the Mennonites and their history in Steinbach.

Documentary filmmaking is something I am passionate about, but my hobby is playing the guitar!

Q: What are you particularly excited about in the business program this coming year?

Well, I've chatted with Professor Angela Davis, and she's told me how excited she is about enhancing the marketing program. I like that. I have the necessary teaching and business background and experience, and I'm certain I will make a positive contribution to the life of Booth UC. And judging from what I've seen so far, the faculty and students here are extremely friendly and very nice people. I can hardly wait!

of fields. Marketing opens the doors to careers in marketing, advertising, and professional sales, while Communications leads to careers in areas such as public relations and corporate communications. You'll learn management skills and techniques, examine current marketing trends and consumer behaviour, explore communications theories and practices, hone your communication skills, and so much more.

"These four majors address demand from the marketplace," says Professor Davis. "Employers are looking for students who are creative-minded and know how to innovate and are looking for different solutions."

GENERAL BACHELOR OF BUSINESS ADMINISTRATION DEGREE—SELF DIRECTED

If you enjoy a number of different business areas but are not yet ready to decide, your Booth BBA general degree option allows you the potential to select from a wide variety of elective courses including those in the areas mentioned above plus: entrepreneurship with an international experience option, project management, strategy, leadership and big data.

"Students can take a variety of courses to match their own interests—a little bit of accounting, a little bit of marketing—and graduate with a degree customized to match them," says Professor Davis.

As well, Booth UC has partnered with the European Innovation Academy (inacademy.eu), a non-profit educational institution recognized for excellence in tech entrepreneurship education. Students travel to Europe, where they are matched up with five students from around the world and five business mentors from world-class partner companies and universities such as Google, Amadeus, IBM, UC Berkeley, and Stanford.

"The aim is to come up with a business idea and actually prepare to launch the company within 15 days!" says Professor Davis. From idea to launch, the work is done in teams of five, with the help of highly accomplished experts, including business, IT, design and IP mentors, and an investor/venture capitalist.

"It's an intense experience and it's a good door opener for future employment," continues Professor Davis. "Booth UC is trying to be responsive to what we see are potential future trends and provides our students with a great opportunity to really match their interests with a career they're looking for."

For more information on Booth UC's Bachelor of Business Administration program, new majors, and its unique educational partnerships, visit: BoothUC.ca/Business.



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